

Station KTNV-TV LAS VEGAS, NV

Advertiser () .DSCC IE

Product DSCC IE

Estimate# 1848

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1848

Flight Dates 09/25/2012 - 10/01/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 82,250
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	
	2	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	
	3	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	5	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	6	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	7	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	09/30-09/30	1	1	1	\$850.00	
	8	SU	10A-11A	AVG. ALL WKS	:30	\$750.00	09/30-09/30	1	1	1	\$750.00	
	9	TU-F	9A-10A	MORNING BLEND<	:30	\$400.00	09/25-09/28	2	1	2	\$800.00	
	10	TU-F	10A-11A	VIEW-ABC	:30	\$1,000.00	09/25-09/28	2	1	2	\$2,000.00	
	11	TU-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	09/25-09/28	2	1	2	\$1,300.00	

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	12	TU-F	12P-1P	CHEW-ABC	:30	\$850.00	09/25-09/28	2	1	2	\$1,700.00	
	13	TU-F	2P-3P	GENRL HOSPITAL	:30	\$350.00	09/25-09/28	2	1	2	\$700.00	
	14	TU-F	4P-5P	JUDGE JUDY	:30	\$650.00	09/25-09/28	2	1	2	\$1,300.00	
	15	TU-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	09/25-09/28	2	1	2	\$1,800.00	
	16	TU-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	09/25-09/28	3	1	3	\$3,000.00	
	17	TU-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	09/25-09/28	2	1	2	\$2,200.00	
	18	TU-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	09/25-09/28	3	1	3	\$2,550.00	
	19	TU-F	730P-8P	MILLIONAIRE	:30	\$850.00	09/25-09/28	2	1	2	\$1,700.00	
	20	M	10P-11P	CASTLE	:30	\$7,500.00	10/01-10/01	1	1	1	\$7,500.00	
	21	TU	10P-11P	PRIVATE PRACTICE	:30	\$6,500.00	09/25-09/25	1	1	1	\$6,500.00	
	22	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	09/27-09/27	1	1	1	\$5,000.00	
	23	F	8P-9P	SHARK TANK	:30	\$2,500.00	09/28-09/28	1	1	1	\$2,500.00	
	24	SU	8P-9P	ONCE UPON A TIME	:30	\$6,500.00	09/30-09/30	1	1	1	\$6,500.00	
	25	TU-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	09/25-09/28	3	1	3	\$4,500.00	
	26	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	09/29-09/29	1	1	1	\$1,250.00	
	27	TU-F	1135P-1205A	NITELINE	:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	

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	28	SA	9A-4P	COLLEGE FOOTBALL	:30	\$3,000.00	09/29-09/29	1	1	1	\$3,000.00	
	29	SA	5P-830P	SAT. NITE FOOTBALL	:30	\$4,500.00	09/29-09/29	1	1	1	\$4,500.00	
	30	TU-F	5A-530A	ACTION NWS@5AM<	:30	\$450.00	09/25-09/28	1	1	1	\$450.00	
	31	TU-F	530A-6A	ACTION NWS@5AM<	:30	\$650.00	09/25-09/28	1	1	1	\$650.00	
	32	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
	33	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
	34	M	9A-10A	MORNING BLEND<	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	35	M	10A-11A	VIEW-ABC	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	36	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/01-10/01	1	1	1	\$650.00	
	37	M	12P-1P	CHEW-ABC	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	38	M	2P-3P	GENRL HOSPITAL	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	
	39	M	4P-5P	JUDGE JUDY	:30	\$650.00	10/01-10/01	1	1	1	\$650.00	
	40	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/01-10/01	1	1	1	\$900.00	
	41	M	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	42	M	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/01-10/01	1	1	1	\$1,100.00	
	43	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	44	M	730P-8P	MILLIONAIRE	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	

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	45	M	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
	46	M	1135P-1205A	NITELINE	:30	\$750.00	10/01-10/01	1	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 64 / \$82,250.00

---SALES MONTHLY TOTALS---

Sep 12: 48 / \$62,400.00

Oct 12: 16 / \$19,850.00

Sales Totals: 64 / \$82,250.00

Station Totals: 64 / \$82,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$357,609	KBLR	0%	KLAS	26%	KSNV	24%	KTNV	23%	KTUD	1%
		KVCW	2%	KVMY	6%	KVVU	18%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE